



CITY OF FALLS CHURCH

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FOR IMMEDIATE RELEASE

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NEWS RELEASE

Falls Church Police Department's Chooser Cruiser Aims to Curb Drunk Driving

During the City's annual Memorial Day Parade, the Falls Church Police Department unveiled cruiser number .08, their newest resource for deterring drunk driving. The half taxicab/half police cruiser is the second in the area of a fleet of Chooser Cruisers designed to be a public service message and a reminder to those who have had too much to drink that they have a choice of the vehicle they'll be in when their carousing comes to a close.

The Falls Church Police's allies in this community policing project are Red Top/Yellow Cab Company and Washington Regional Alcohol Program (WRAP)'s SoberRide.

"There are two great messages that this new vehicle communicates; first, when people include alcohol as part of their celebration they can choose not to put themselves and others at risk by taking a taxi or designating a sober driver. Second, this vehicle demonstrates how law enforcement and private business can work together to save lives," said Wayne Miller, Chief Operating Officer for Red Top and Yellow Cab and Chairman of WRAP's SoberRide Committee.

The new Chooser Cruiser was created using a police car that was due for decommissioning; the car was repainted to half taxicab/half police cruiser. The Sober Ride markings on the car will be interchangeable in English, Vietnamese, and Spanish so that the message can reach all members of the Falls Church community. Following its debut, the Cruiser will be on display at special events, including SoberRide's designated free cab ride dates (St. Patrick's Day, Independence Day, Halloween, and the winter holiday season) as well as requested venues throughout the City on busy weekend nights.

Washington Regional Alcohol Program is a public-private coalition formed to fight drunk driving, drugged driving and underage drinking in the Washington-metropolitan area. Through public education, innovative health education programs and advocacy, WRAP is credited with keeping the metro-Washington area's alcohol-related traffic deaths consistently lower than the national average. Area residents, however, may best know WRAP via the organization's popular free cab ride service for would-be drunk drivers, SoberRide.

WRAP's SoberRide is called one of the nation's most successful free cab ride programs for would-be impaired drivers; it has helped to ensure greater Washington, DC residents have a safe way home on high-risk holidays. Since 1993, WRAP has provided over 57,990 safe rides home.

The City of Falls Church's Chooser Cruiser follows in the footsteps of the original Chooser Cruiser, launched by the Arlington County Police Department in November of 2012. The City of Falls Church Police are grateful to the owner of the Yellow Top and Red Top Cab Company that made this project a reality; as it is the Cab service that helps in the fight against drunk driving in keeping our Little City's roadways safe and nightlife vibrant.

Photo: <http://bit.ly/112PV2g>

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